

**ABSTRACT**

A client-server system for recording web site activity by web users and dynamically customizing web display apparatuses for optimal information presentation based on the users' prior activity history. The system assigns each user a user identifier that allows the system to track the user's web sessions. The system also assigns every web site an application identifier that allows the system to track the user's activities at a particular web site. The system then records the user's activities as they visit different web sites via the user and application identifiers. The system determines how the user prefers to view each web site based on their prior activity, their preferences, the web site, and various other factors. As the user surfs from web site to web site, the system dynamically configures the user's web browser and the web page information for optimum presentation based on how the user prefers to view the web site.